

**ADVANCED GCE UNIT  
APPLIED TRAVEL AND TOURISM**

Unit 15: Marketing in Travel and Tourism

**FRIDAY 22 JUNE 2007**

**G734**

Afternoon

Time: 2 hours

Additional materials: Answer Booklet (8 pages)  
Pre-released case study material (clean copy)



**INSTRUCTIONS TO CANDIDATES**

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- Answer **all** the questions.

**INFORMATION FOR CANDIDATES**

- The number of marks for each question is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is 100.

**ADVICE TO CANDIDATES**

- Read each question carefully and make sure you know what you have to do before starting your answer.

This document consists of **4** printed pages.

**Refer to the Case Study material for all questions.**

- 1 (a) The Deep employs marketing and PR staff.
- (i) What do the initials PR stand for? [1]
  - (ii) Identify **two** examples of PR work carried out by The Deep. [2]
  - (iii) The Deep opened in March 2002. Evaluate the importance of PR to The Deep during its initial years of operation. [12]
- (b) Identify and explain **two** channels of distribution used by The Deep [6]
- (c) Evaluate **two** appropriate pricing policies for The Deep. [8]
- [Total: 29]

- 2 The Deep carefully researches and assesses its customer types.
- (a) Identify **three** visitor types attracted to The Deep. [3]
- (b) Fig. 5 shows an example of a questionnaire used by The Deep.
- (i) Identify **one** question which is open and **one** question which is closed. [2]
  - (ii) Recommend and justify **two** ways in which the quality of the questions used could be improved. [6]
- (c) Evaluate the benefits to The Deep of using primary rather than secondary market research methods. [12]
- (d) The Deep currently uses several forms of media in its marketing communications.
- (i) The Deep advertises in newspapers. Explain **two** ways in which these advertisements are regulated by the Advertising Standards Authority (ASA). [4]
  - (ii) Assess the benefits to The Deep of advertising in national rather than local newspapers. [8]
- [Total: 35]

3 The Deep has set out its marketing objectives.

(a) Explain **three** possible key marketing objectives of The Deep. [6]

(b) (i) Explain **three** benefits to The Deep of carrying out a SWOT analysis. [6]

(ii) Discuss how The Deep should react to the strengths and weaknesses identified in its SWOT analysis. [12]

(c) Assess the impact of external influences on The Deep's marketing environment. [12]

[Total: 36]

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